

Abriendo CAMINOS



Strengthening Latino Communities Through Giving and Volunteering

Abriendo Caminos

Strengthening Latino Communities
Through Giving and Volunteering

© 2002 Hispanic Federation, Inc.



Annual Mexican Festival, Virgin of Guadalupe, Williamsburg, Brooklyn, NY. © Tony Velez

Hispanic communities in the U.S. have a long tradition of giving to causes close to their hearts. Latinos across nationalities and classes have generously supported family and church, reflecting community and cultural values. While personal, informal giving has been part of the Latin American social fabric for more than 500 years, Latinos are less accustomed to giving and working through nonprofit and philanthropic institutions.

Today, as we enter the 21st century, formidable and growing challenges call upon Latinos to forge a stronger and more cohesive philanthropic vision. Latinos continue to be left behind in key areas of American life, including

education, health, employment, and voter registration. Such realities dramatically hinder Latino leadership and participation in all sectors of U.S. society.

But there is reason for optimism. Latinos, now the largest minority in the United States, are becoming a political, cultural, and economic force. Latinos are discovering how philanthropic leadership has helped women and other groups gain social and political influence. And Latinos are increasingly working together to focus their philanthropy on the nonprofit institutions that will strengthen community and create new opportunities.

This publication profiles eight Latinos and Latinas who show exemplary leadership, vision, and a deep commitment to issues ranging from education to the arts. We believe these leaders will inspire others to unleash the promise and power of philanthropy. One message is clear: How much we give is less important than our commitment to give consistently, purposefully, and from the heart.

Abriendo Caminos also highlights important trends in Latino philanthropy as well as giving strategies and resources. We hope this publication is useful to you as you find or expand your role in philanthropy.

Latino Philanthropy: Abriendo Caminos

What motivates Latinos to give?

- Leading causes include religious organizations, family services, education, and youth.
- Many contributions are motivated by the desire to “give back” to the Latino community.
- Donors give both to advance opportunities for Latinos as well as to strengthen American society.
- Accordingly, Latinos typically give as much to mainstream charities as to Latino nonprofit agencies.

How do Latinos give?

- Latinos are typically wary of formal giving structures such as endowments, planned giving, and foundations.
- Latinos generally prefer to give informally (about \$20 billion in remittances to homelands on an annual basis), and most often in response to immediate crises (such as public emergencies and natural disasters in their countries of origin).
- Nevertheless, Latino giving to formal charities (currently at 63% of all Hispanic households) is rapidly approaching the U.S. average (70%).

How do Latinos currently fare in organized philanthropy?

- Latino organizations receive a small percentage of dollars allocated by philanthropic institutions. For this reason, it is imperative that individuals invest in organizations that serve the Hispanic community.
- Less than 5% of trustees and 10% of staff of foundations and corporate funding institutions are Latino.
- These disparities are compounded by the fact that many Latinos are not asked to give (nearly two out of three Hispanic New Yorkers, for example, do not receive requests to donate money to charities).

Facts About Latino Giving

Latino Giving Capacity

- According to Census 2000, there are now over 35 million Latinos in the U.S.
- By 2050, Hispanic America will be over 97 million strong – one out of every four Americans will be of Hispanic heritage.
- Latinos now account for roughly one-third of all minority-owned small businesses nationwide.
- Receipts of Latino-owned businesses were approximately \$184 billion in 1997 -- up 417% from 1987.
- Latino purchasing power has more than doubled during the past decade to more than \$450 billion annually (\$67.1 billion of this amount is concentrated in the tri-state area).



Three Kings Celebration, El Puente, Brooklyn, NY.

Giving Strategies

Strategic giving is about making investments in the future of the Latino community. It is about strengthening our voice and influence as contributing members of U.S. civil society. It offers hope and inspiration for a better tomorrow for our children, families, and communities.

Strategic giving brings attention to Latino issues and needs in ways that leverage the impact of our contributions. It is giving that translates into improved community outcomes beyond the dollars invested - where money and other contributions go beyond merely responding to immediate issues.

You can give strategically in many ways. In fact, you may already be doing so without even knowing it. Consider the following strategic giving options:

- Regularly donate cash or assets to an effective nonprofit serving Latinos and other needy groups in your region.
- Volunteer at a nonprofit serving Latino communities and causes in ways that use your talents and expertise.
- Establish a giving circle with friends within your own social or professional network, and support nonprofits that serve Latinos and other community groups.
- Contribute to existing funds or start a new fund at The Hispanic Federation to benefit a community cause or favorite nonprofit.
- Start a giving program at your business that includes grants to Latino and other community-serving agencies and encourages your colleagues to give and to volunteer.
- Establish a private foundation for you and your family to channel your giving.
- Include a bequest to an effective nonprofit that will carry on your family legacy.
- Designate a charity as the beneficiary of an insurance policy.

“Anyone can be a philanthropist.
The key is the inclination to give
what one has to give...”



Carlos Morales, the highest ranking Latino executive at Merrill Lynch, knows that giving back to the community is not just good business, it is essential. He knows this from experience. “It takes time and emotional commitment,” says Morales, two things that have propelled him into becoming a leading player in the Hispanic Federation and strong supporter of Volunteers for Legal Services and the City Bar Fund. Morales understands that philanthropy can be intimidating. That’s why he encourages involvement in any capacity. “Anyone can be a philanthropist. The key is the inclination to give what one has to give,” Morales says. “Too often, especially in Latino communities, people with much to give are reluctant to come forward because they think they lack the necessary financial resources to be true philanthropic leaders.”

Philanthropy comes in all shapes and sizes. Morales, a native New Yorker who grew up in Puerto Rico, doesn’t just give time and money to both Hispanic and mainstream organizations. He has shaped a life around making socially conscientious decisions. “I feel a special obligation to give back, to help other Latinos and non-traditional hires attempting to make their way in the professional world,” Morales says. This includes educating immigrants and

new philanthropists about the financial rewards of giving. “More needs to be done to inform people of the personal and financial rewards of giving in strategic ways here in the United States,” Morales says.

His profession as an attorney first and business executive later helped nurture his philanthropic ambitions. “As I became more successful,” he says, “I noticed that I was increasingly being asked to give, to exercise civic leadership, and to provide needed access to community groups.”

More often than not, Morales was asked to contribute to colleagues’ projects that did not reflect his background. “Our sheer growth in numbers, which in recent years has been astounding, makes it increasingly imperative,” he says, that Latinos become more involved in organized philanthropy. “We have always been engaged in informal, community-based giving,” he says. “Now it is time that we become more visible and official in our giving, not only that we give to our own ethnic groups and causes, but that we give to mainstream organizations as well.”

Morales is a philanthropic leader by example. “Generally, people give and do so enthusiastically,” he says, “when they are asked by someone they know, respect, and admire. This is the attitude that I try to promote in all of my professional and philanthropic relationships and the one that I have found reaps the most rewards...It’s all about modeling the behavior you seek in others. In some ways, that is the very essence of philanthropy.”

As a community grows, so does its potential and influence. “We need to expand our influence and contributions in and to the larger society by giving,” Morales says. And judging by Morales’ example, giving is getting involved.

Carlos M. Morales

Giving in All Shapes and Sizes

“...the best philanthropists are
those who find and create real
enjoyment through their giving.
They have fun and get satisfaction
from their work.”



Last year Alberto Vilar ranked #236 on *Forbes'* 400 wealthiest Americans list. And from his significant net worth, he has given over \$150 million in the last four years to the performing arts, health care and medicine. Born in New Jersey and raised in Cuba and Puerto Rico, Vilar is a self-made man who invested early in technology stocks like Microsoft, AOL, Yahoo and eBay. He has become one of the nation's most prolific donors, committing more than \$40 million to the Kennedy Center for the Performing Arts in Washington and the New York Metropolitan Opera--some of the largest donations ever made to those institutions.

Even before Vilar became one of the most successful technology investors of our time, he had a distinct philanthropic flair. "With my first paid job," he says, "at which I earned a paltry \$7,500 annual salary, I began to support youth scholarship by helping a kid to finance the completion of his studies." Giving has always been a part of his nature. "I see giving as a way to exercise responsible citizenship," Vilar says, "as well as a means of expressing gratitude for my many successes and opportunities in this country and in life." His gratitude has been expressed in

funding the restoration of Carnegie Hall's underground Seventh Avenue facade, in providing fellowships for young artists, and by being one of the biggest supporters of opera in the world.

As far as Vilar is concerned, it is imperative that "all people give as a matter of human integrity and social responsibility." He believes that effective giving requires five things: generosity, purpose, focus, consistency, and passion. "To be truly successful as a philanthropist," he says, "one has to want to do good things for worthy causes and people in need. It takes inspiration, focus, and patience." But ultimately, Vilar believes "the best philanthropists are those who find and create real enjoyment through their giving. They have fun and get satisfaction from their work."

"Music is my greatest personal passion and source of enjoyment. I want to help others to share in that." Indeed, he already has. Vilar is equally committed to philanthropic support of music, education and health care. He recently created an arts scholarship program at New York University, modeled on the Rhodes Scholarship program. This program will be open each year to as many as 20 students from around the world who are studying voice, music, dance, composition, film and acting. "My interest in education," he says, "stems logically from my experience as an immigrant to this country who, without the sort of quality education I received here, could never have accomplished all that I have. I want to help others benefit from education as deeply as I have."

Not only does Vilar support the performing arts, he also is dedicated to contributing to medical research. His philanthropy stems from personal experience. Vilar suffered for many years from a rare and seemingly incurable medical condition, which a physician was finally able to treat after years of failed attempts. "My strong philanthropic interest in health care repays that debt," Vilar says.

Alberto Vilar

Gratitude for Success

“My grandfather supported the opening of the first artistic center in our home community of Barranquilla. . . I have continued this tradition with my children, in the hope that it will continue to be a vital part of our lives.”



Violy McCausland Seve is an activist, a philanthropist, a fundraiser, and a devotee of art and culture--and those are just her side-projects. Formerly a J.P. Morgan executive and now CEO of her own firm, she is one of America's leading women in global financial advising and corporate restructuring. Over the last 20 years she has overseen corporate transactions exceeding \$30 billion. Violy has been named one of the Western Hemisphere's most influential women in finance in the magazines *Global Finance* and *Euromoney*. She's good at making money, and she's even better at giving it and raising it.

"My ideal philanthropic leader takes a hands-on approach to helping charitable organizations," Violy says. "A true leader needs to be able to use their sphere of influence to raise money as well as build awareness for that particular cause, making it possible for the efforts to grow exponentially." As a true philanthropic leader, Violy has followed her own advice. She is a member of the International Council of the Museum of Modern Art in New York, and an active supporter of Casita Maria and Studio in a School. "A philanthropic leader has to motivate people to identify with the organization and cause, so that they too help by volunteering or donating year after year." Beyond her personal commitment to philanthropy,

Violy believes that corporations must also do their part. "I am a strong believer in corporate responsibility, regardless of the size of the firm," she says.

Violy is particularly interested in promoting Latin American art and culture among children and youth. Seeing art as a tool for education, she and her husband have recently created a new Latin-focused arts center in Lower Manhattan. She uses this space to promote philanthropic causes. "Last year, I helped Studio in a School launch their program by donating space for the party which raised more than \$400,000 in one night," Violy says. The center also is used to educate emerging collectors about Latin American art.

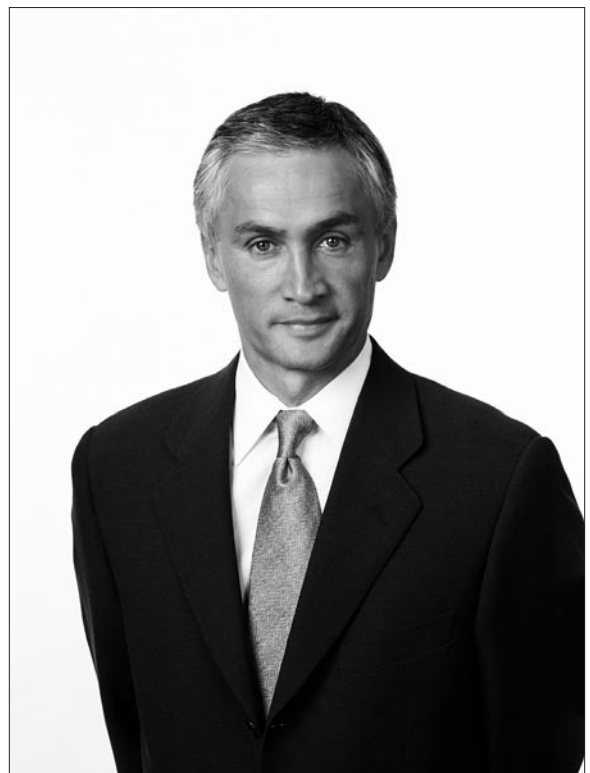
Too few Latinos are active in philanthropy—a fact which fuels Violy's support of charitable organizations. "What motivates my giving and volunteering most is the fact that Latinos presently donate comparatively little money, time, or resources to charitable organizations," she says. "In fact, most Latino charitable organizations are largely funded by Anglos." Violy stresses the importance of Latino involvement. "Latinos are one of the largest growing segments in the U.S. and around the world. We need to take responsibility for our communities everywhere, not just in the United States," Violy says.

Born and raised in Colombia, Violy credits her philanthropic instincts to her late grandfather, once one of the largest philanthropists in her native country and a generous benefactor of the arts. "My grandfather supported the opening of the first artistic center in our home community of Barranquilla. He helped build the careers of great artists, such as Isaac Stern," Violy says. "I have continued this tradition with my children, in the hope that it will continue to be a vital part of our lives."

Violy McCausland Seve

Leadership with Responsibility

“**...my** efforts have helped to increase giving by peers and this reflects a kind of leadership impact that I am very proud of.”



More people watch news anchor Jorge Ramos of Univision than the three network anchors combined. He's so recognizable in the United States that he's referred to as the Tom Brokaw of Latin America. What is not recognized nearly enough is Ramos' unrelenting support of the Latino community. Ramos donates both time and money to educational scholarships for needy Latin American journalism students, and to local institutions. "Money by itself can rarely address a pressing community or social need," Ramos says. "The ideal donor inspires others to give, has a vision, and innovates."

Ramos knows the value of a scholarship from first-hand experience. He struggled through his private university education in Mexico working long hours to support himself and pay tuition. "I made a promise to myself during those years of hardship that I would try to help others one day," Ramos says. In 1997, Ramos established the Becas Jorge Ramos (Jorge Ramos Scholarships) program in partnership with the Panama-based Centro Latinoamericano de Prensa

(Latin American Journalism Center). Each year, this program provides journalism students in Mexico and Central America with up to \$1,000 per academic year to help cover tuition and education-related expenses.

Ramos' philanthropy has inspired other journalists to establish scholarships. "In this way," Ramos says, "my efforts have helped to increase giving by peers and this reflects a kind of leadership impact that I am very proud of."

Ramos gives to address needs in the Latino community. "I see young Latinos today contending with the very same issues that have affected and often held back our people for years," he says. "We face many challenges as a community. It is only logical that we begin helping each other." This starts with debunking the long-held myth that many charities are corrupt. Many of us have seen or heard stories of abuse and impropriety. Unfortunately but understandably, some are skeptical and reluctant to give." The answer: "We need to address this situation with aggressive efforts to improve charities," Ramos says.

Of course, communication is essential to a philanthropist who also happens to be a journalist. "It is important for donors to be able to articulate to themselves and others, in writing and other public expression, what impact they are trying to have and how they are seeking to have that impact," Ramos says.

Just giving money isn't enough. "The ideal donor is a leader with a vision," Ramos says. "When there is a convergence of real need, external aid, and personal responsibility, philanthropy is at its best."

Jorge Ramos

More than Money

“Philanthropic and community participation connects the giver of time and money to those in need. We all ultimately crave a sense of community and belonging. This type of work promotes deeply meaningful connections...”



Jacqueline Weld Drake is a philanthropy renaissance woman. It's not enough that Weld Drake is the chairperson of Casita Maria, a trustee of the Rainforest Alliance, and an active supporter of the anti-censorship group Pen America, she's also an author and attorney. Her commitment to social change runs so deep that she led a group through El Salvador's El Imposible National Park on an outreach expedition for the Rainforest Alliance two years ago. Her dedication to community was evident early on. Raised by Venezuelan and Uruguayan parents in New York City, Weld Drake felt an early connection to her roots. "I became involved in Hispanic social action work but I have always been interested in civil liberties and environmental issues."

Weld Drake believes giving back is the ultimate reward. "Philanthropic and community participation connects the giver of time and money to those in need. We all ultimately crave a sense of community and belonging. This type of work promotes deeply meaningful connections," Weld Drake said. "We want to make a positive difference wherever we can." That's what philanthropy is, whether you give time or money or both, it's the commitment to community. It's about giving and receiving.

Jacqueline Weld Drake

To Give is to Receive

Part of Weld Drake's mission is to promote Latino involvement in philanthropy--a difficult task in a community that tends to be suspicious of charities. Hispanic giving needs a new definition. "Many of us come from Latin American countries where, outside of family and the church, there is a long history of [institutional] abuse that has persuaded many [Latinos] that charitable giving is not safe...We need to dispel the sentiment among our people that charities are untrustworthy. Latinos need to be convinced that giving is a safe and effective way to address their concerns."

"As long as we participate in greater numbers," she says, "we will benefit from expanded involvement and that will be good for us and good for society." All activism is important.

"I do not like to limit myself to traditional Hispanic causes," she says, "nor do I think any of us should. My philanthropic involvement is a way to bridge the divides that too often separate [Latinos] from the mainstream culture, and vice versa."

Philanthropic involvement compels a social vision, but only one that can be developed and nurtured through personal relationships. "I have both been mentored in this area and mentored others," she says. "This is the way it all works. We build on relationships."

Recruiting is crucial to promoting social causes. "I always have my antennae poised to recruit new partners and donors to my causes," says Weld Drake. "I always think about building relationships, rather than just forging transactions. I try to focus my cultivation efforts around first-hand experience of an organization's work. I encourage volunteer involvement, which leads to a deeper appreciation of the nonprofit's work."

"There are still too few of us who are in a position to play a leadership role that brings Hispanic people and issues closer to the conscience and comfort of society. I feel a special responsibility to offer my time and service."

**“The only way for Latinos to control
...their destiny as a community
is ‘by giving a combination of
money, time, and energy. This is
the price of admission.’”**



In 1985, Gil Casellas, the first Latino partner in a major Philadelphia law firm, was called upon by a federal judge to help resolve a number of difficult discrimination cases. A year later, having resolved the cases satisfactorily, Casellas designated a portion of the settlement funds to establish the first law school scholarship program for Latino students at the University of Pennsylvania. That was just the beginning. After being appointed to the university's Board of Trustees, he went on to create a scholarship fund for needy undergraduate students.

Casellas' commitment to giving is rooted in his own experiences. "Neither of my parents was able to finish high school," Casellas says. "I was the first in my family to attend college, and I went to Yale, which was very expensive." Casellas was fortunate to attend Yale on a full scholarship. "Someone had the foresight to ensure that students like me would have the financial resources to attend college and thereby lead successful, professional lives," Casellas says. "This experience created an early sense of responsibility to give back. It's not the amount of time or money given, but

the regularity and consistency of that giving," Casellas says. He believes that anybody who does well has a responsibility to give back. And he lives by that credo.

Through his leadership at numerous organizations, including the National Constitution Center, the Hispanic Federation, and the Woodrow Wilson National Fellowship Foundation, he continues to promote community building, philanthropy, and social involvement. This takes inspiration and leadership. "Our community is rich in its own assets and has built its own institutions, including a strong network of non-profits," Casellas says. "Nonetheless, the sheer growth of our community and our many pressing needs like education, suggest a strong rationale for us to become more responsible for the growth of philanthropy within the Hispanic community."

Now residing in Washington D.C., this former Clinton administration official continues to leverage his professional, social, and community involvement to create new avenues of support for Latino organizations. As a member of the Board of Directors of Prudential Financial, he has promoted greater support for Latino institutions such as the Hispanic Federation, the National Council of La Raza, the Puerto Rican Legal Defense and Education Fund, and the National Hispanic Foundation for the Arts. As he sees it, the only way for Latinos to control their destiny as a community is "by giving a combination of money, time, and energy. This is the price of admission."

**Gilbert F.
Casellas, Esq.**

**Community
Building, Social
Empowerment**

“Philanthropic investment will meet with the greatest success, where Latinos are concerned, if we increase giving—and by extension control over that giving—within our own communities. We know our needs better than anyone else.”



Entrepreneur Lourdes R. Miranda brought her business acumen and a sense of responsibility to the table when she began her post-retirement work as a philanthropist. She's been recognized as *Hispanic Business Woman of the Year*, is a graduate of UCLA's International Relations Department, and holds a Master's in Spanish from Middlebury College. Now she runs the Miranda Foundation, serves on Amnesty International USA's Executive Leadership Council, presides over the Fundación Amigos del Conservatorio de Música de Puerto Rico, and is studying for a doctoral degree. It is clear that Miranda is a philanthropist with many branches of interest and dedication.

One of the things the Miranda Foundation emphasizes is "support for groups that are doing something about building bridges between diverse peoples and communities." Miranda's latest project is a partnership with the Puerto Rico Community Foundation to create an annual prize, the Premio a la Solidaridad. "This prize will be a bridge-building award," Miranda says. "It will include a cash prize for an individual or organization that has done exemplary work to

promote improved inter-group and community relations in Puerto Rico."

Miranda believes that "philanthropic investment will meet with the greatest success where Latinos are concerned, if we increase giving—and by extension control over that giving—within our own communities. We know our needs better than anyone else," she says. The challenge is to transition from informal giving to a more structured practice. "Contrary to public perception," she observes, "our people do give, and generously. We tend, however, only very rarely to be involved in more formal institutions." Looking to the future, Miranda argues, "Latinos need to become more engaged in organized philanthropic activity. Latinos must develop a strong culture of giving."

One way to develop a strong culture of giving is to lead by example. The Miranda Foundation focuses on grant-making that encourages art and culture as a medium for forging links and crossing boundaries.

Miranda says that her motivation to give is inspired by her family and upbringing. "I was born into a middle-class family that did not know what philanthropy was, but like so many of their generation, they knew the importance of charity," she recalls. "We had strong giving tendencies. We often gave clothes and food to the needy. I was taught to feel compassion, respect for humanity, and to feel fortunate for what we had." This formed Miranda's sense of responsibility to give back.

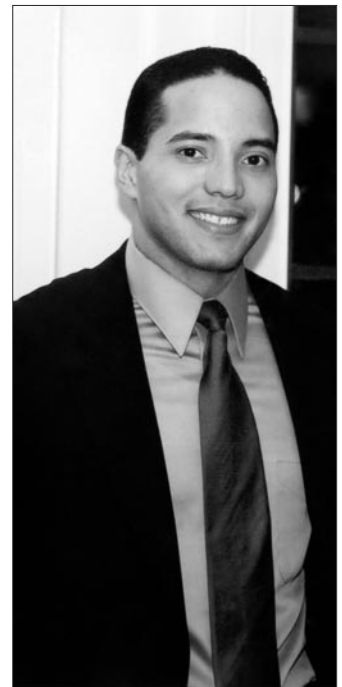
Miranda feels it is important to give not as a matter of ego or publicity but "because it is the right thing to do." She believes that to be a philanthropic leader "means to be ahead of the curve in terms of social analysis and comprehension of community needs...It's not so much about giving and receiving, as much as promoting a sense of possibilities."

Lourdes R. Miranda

Controlling Assets, Guiding Destiny

“Most of the people I grew up with had few opportunities to attend college.

This strengthened my resolve to make it one day, and then, to give back so that others could have better opportunities.”



Kenneth Padilla had a lucrative career in commercial litigation, but he left the corporate world behind in search of a profession with civic duty. Now he spends his days fulfilling his social conscience by encouraging minority scholarship as an assistant law school dean at Rutgers University. He has also become a political and community leader in the Bronx neighborhood where he grew up. “I am especially concerned about advancing the education of Latinos, but my focus is really on society’s most disadvantaged, whether they are Latino or not.”

Padilla was lucky enough to grow up with a mother, Wilma Castro, who inspired social involvement. She shaped Padilla’s views on social responsibility by being an incredible example. “Most of the people I grew up with had few opportunities to attend college. This strengthened my resolve to make it one day, and then to give back so that others could have better opportunities,” he says. “My educational drive came most powerfully from my mother, who has been a tremendous role model to me and others in our community.”

When Padilla was a child, his mother started a little league baseball club and a cheerleading squad in a Bronx neighborhood without any athletic programs. She also led

voter registration campaigns in the area and was a mentor to neighborhood kids and their families. “My mother wanted me and my siblings to succeed in school so badly, that she went back to school at night to get her bachelors degree,” Padilla says. “Her inspiration paid off. I graduated from Brown University and then went on to complete law school at Rutgers, the very law school where I work now helping young minority and otherwise disadvantaged future lawyers.”

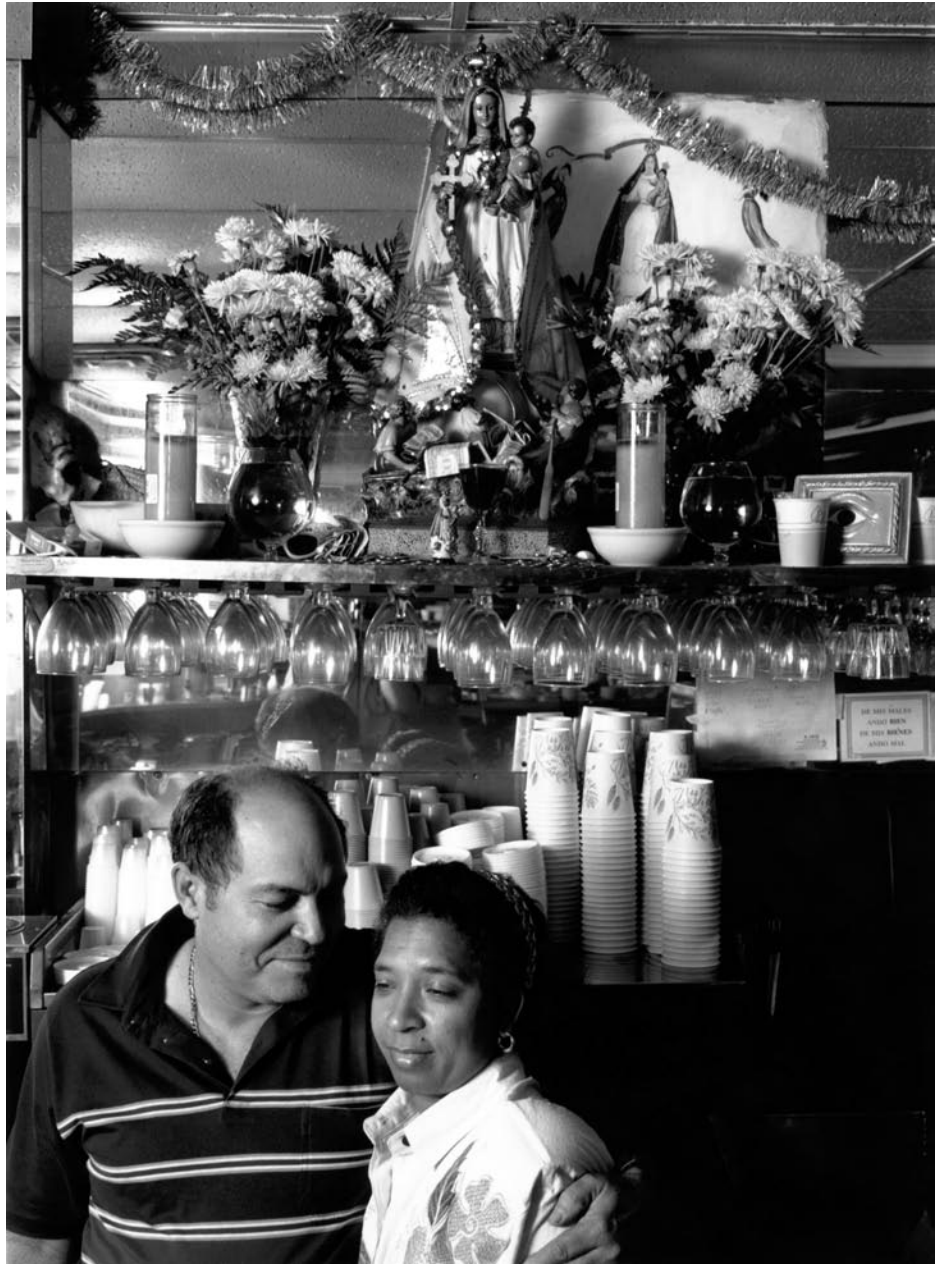
“The key to effective philanthropic leadership,” Padilla says, “is having real concern for people and their development. Money is important, to be sure, but seeing and using money as a sole means to address social and community needs is simplistic. Latinos need to be more aggressive in reaching out to others. People give when they are asked to do so by someone they know, trust, and respect.”

Padilla encourages others to follow his lead in switching careers they find unfulfilling. “I started my career as a very high paid private attorney at a prestigious law firm,” he says, “but over time I felt increasingly disconnected from the people and causes that were close to my heart. I made a later career change that reduced my income considerably, but it more than compensated me for my ‘losses’ by reconnecting me to my convictions and my commitment to community building.” Since then he’s donated money to a scholarship fund that helped him through college, led workshops for immigrants at a local church, and formed a new nonprofit to help Bronx youths attend Ivy League colleges. “Education is really the key ingredient in our quest for equality and social advancement,” he says.

Like his mother always said, “we need to lead by example.”

Kenneth Padilla

A Family Tradition



Manolo y Linda, Cachita Restaurant, Union City, NJ. © Tony Velez

Conclusion

Giving has many rewards as shown by the stories in this booklet. It is also clear is that passion and values drive all effective giving, no matter what your cause may be. Latinos give for many different reasons, and there is no right or wrong reason to give. What's more, we can all give something back, regardless of who we are and where we come from. The most important thing is that we have a plan or strategy. And that we lead by example.

How can each one of us exercise greater leadership as donors and philanthropists? What will be our legacy to our community? How can we think and act more purposefully and strategically to advance our vision and values? Whom can we turn to for inspiration and guidance? By answering these questions, you'll be on your way to discovering the power of philanthropy.

The Hispanic Federation can help you think through and implement strategic giving plans. Whatever your interest, we can connect you with people and organizations that are doing the kind of work you would like to support. We can also help you to identify appropriate professional and technical assistance to meet your needs. For more information, please contact:

The Hispanic Federation
130 William Street, 9th Floor
New York, New York 10038
ph-212.233.8955

About the Hispanic Federation

Established in 1990 by a group of Hispanic leaders, the Hispanic Federation is a membership organization of 75 Latino health and human services agencies in New York, New Jersey, and Connecticut. The Hispanic Federation's member agencies work in the areas of education, health, elderly services, childcare, HIV/AIDS, housing and economic development. Each year, these agencies serve more than 800,000 of the tri-state area's most underprivileged and vulnerable Latinos. Since its inception, the Hispanic Federation's mission has remained the same: to better meet the growing needs of the Hispanic community, to obtain a fair share of resources, and to help its member agencies to secure new resources. In 2001, the Hispanic Federation was recognized by *Hispanic Magazine* as one of the 25 leading Latino nonprofits in the country.

The Hispanic Federation participates in the Coalition for New Philanthropy, an initiative to promote effective giving and volunteering throughout the New York Metropolitan region. The Coalition is generously supported by:

AXA Foundation
Carnegie Corporation of New York
Changemakers
Edwin Gould Foundation for Children
The Ford Foundation
Fund for The City of New York
New Ventures in Philanthropy:
The Forum of Regional Association of Grantmakers
New York Community Trust
Philanthropic Collaborative
Stewart R. Mott Charitable Trust
Surdna Foundation
W.K. Kellogg Foundation

Major support for this publication was contributed by the



/AXA FOUNDATION



130 William Street, 9th Floor
New York, NY 10038
ph-212.233.8955
f-212.233.8996
www.hispanicfederation.org

Research and Interviews: Henry Ramos
Editors: Jaime Lowe, Enrique Ball, Effie Phillips
Design: Eugenio Perez
Photography: Tony Velez, the Hispanic Federation, Inc.

